



Destination Development Grant Program Guidelines

PURPOSE:

To empower Utah communities to become viable, welcoming, and high-quality destinations for tourism.

PROGRAM DESCRIPTION:

Participant communities will progress sequentially through three (3) planning programs designed to assist participants in becoming viable, welcoming, and high-quality destinations for tourism. The Utah Office of Tourism (UOT), with contracted consulting firms, will work with participants to ensure that destination development deliverables are actionable, relevant, and specific to each participant.

Upon successful completion of each program, UOT will continue to work with participants to encourage plan implementation, reach out to relevant stakeholders and resource providers, identify funding resources, and prepare participants for the next planning program. For each participant, UOT will conduct bi-annual follow up reviews to gauge progress for the first three years.

The three programs are:

1. Community Assessment

Total Cost: \$25,000

Duration: 2-5 day assessment

Participants in the community assessment can expect to receive an unbiased, professional assessment of the community's tourism assets. UOT's contracted consulting firm will conduct an assessment of the participant community and vicinity in regard to its status as a destination.

2. Strategy and Implementation Plan

Total Cost: \$40,000

Duration: 3 months

UOT's contracted consulting firm will work with participants to develop a tourism master plan for destination development and tourism economic expansion. The plan will identify goals, strategies, and action steps to implement the ideas and suggestions identified in the plan.

3. Brand and Marketing Strategy Plan

Total Cost: \$25,000

Duration: 6 months

UOT's contracted consulting firm will work with participants to create an authentic, compelling brand and strategy for use in messaging, marketing, and internal communications.

ELIGIBLE ENTITIES:

Eligible entities include counties, municipalities, tribes, and non-profit destination marketing organizations (DMOs) within the State of Utah.

Joint applications between two (2) or more eligible entities are accepted and encouraged. In the case of joint applications, each eligible entity must comply with and meet the application requirements.

FUNDING GUIDELINES:

Program participation will require a cash match from the program participant when project work is completed. Participants cannot count the use of in-kind funds as local matching. Donated labor or staff time cannot be counted as local matching funds.

APPLICATION PROCESS:

Communities wishing to participate in any destination development program must submit the corresponding completed application to UOT for review. New applications must be received by UOT prior to the close of business on the posted deadline. UOT will review all new applications for completeness. Incomplete applications will be rejected. Applications from ineligible applicants will not be accepted, and the applicant will be notified of the ineligibility.

Participants will be selected from eligible applicants according to available program funding and consultant capacity.

Please Note

There is no guarantee that all applicants will be awarded funds.

Requirements

All applicants shall, in a public meeting, individually discuss and clearly communicate to the public the applicant's intent to apply for a destination development program. Applicants shall submit with the application the agenda of the meeting in which the intent to apply was discussed.

Applicants that are required to plan for moderate income housing growth under UCA 10-9a-401 and UCA 17-27a-401 shall submit a copy of the housing element of the general plan.

Non-DMO applicants shall notify the local (DMO) of their intent to apply in writing. Applicants shall submit a copy of the notification.

In the case of joint applications, applicants shall submit a memorandum of understanding (MOU) concerning the application in which the portion of the cash match for which each entity is responsible is identified. The MOU shall be signed by authorized representatives of each eligible entity.

Application Submission

Applications are due by 5 pm MT on December 31, 2021. Applications can only be submitted online at <https://travel.utah.gov/opportunities/destination-development>.

Projected Timeline

Event	Date
Application period opens	November 15, 2021
Application period closes	December 31, 2021 by 5 pm MT
Announcement of Finalists	January 11, 2022

PARTICIPANT REQUIREMENTS:

Participants shall designate a program liaison who will serve as the primary point of contact for UOT and its contracted consulting firms and will be responsible for organizing any working groups necessary to the programs.

Participants shall provide consultants with workspace during site visits and help organize public stakeholder meetings, including meeting space and notices. Upon request, participants shall provide consultants with data, plans, and related materials.

CONTRACTED CONSULTING FIRMS:

Community Assessment	Roger Brooks International, Inc. 24654 N. Lake Pleasant Pkwy Suite 103-487 Peoria, AZ 85383 206-241-4770 www.rogerbrooksinternational.com
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Strategy & Implementation Plan	Coraggio Group 2240 N. Interstate Avenue, Suite 300 Portland, OR 97227 503-493-1452 www.coraggiogroup.com
Branding & Marketing Strategy	HUB Ltd. 1200 NW Naito Parkway #470 Portland, OR 97209 503-222-0165 www.hubltd.com

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